# ComputaLabel

If you need commercial quality bar codes, there are two new solutions: **MacBARCODA**, an easy-to-use software package that lets you create precision bar codes inexpensively on your Macintosh, and **Label Designer**, which incorporates the bar coding features of MacBARCODA in a label production package that easily handles text, graphics, and sequentially ordered numbers and bar codes. Compare traditional bar code production, with its several steps, to the straightforward MacBARCODA/Label Designer method.

## The Film Master Method

To produce bar codes using the traditional film master method, you must:

1) Order the film master, specifying code type, code number, bar width reduction, and magnification factor.
2) Produce the necessary number of bromide copies.
3) Cut and paste bromide copies of bar codes onto previously produced artwork.
4) Produce final plate film by copying artwork and bar codes.
5) Use final plate film to produce plate used to print out artwork and bar codes.

Because film masters are expensive ($15 - $30 apiece), the final print plate will contain only one original master code. The rest are copies, copies of copies, sometimes even fifth-generation copies -- and each generation loses some of the precision so crucial in commercial bar coding.

The traditional method of combining bar codes and artwork is inflexible. If the film master isn't the right size to fit the artwork, you have to choose between producing an entirely new film master or redoing the artwork, wasting time and money either way.

Similarly, if the film master manufacturer hasn't accurately calculated the print gain that will occur during the printing process -- paper stock, ink viscosity, and the type of printer all have to be taken into account -- the entire film master process must be repeated.

Production of bar codes through film masters is time consuming, expensive, and inflexible. But **MacBARCODA and Label Designer offer better solutions**.

## The MacBARCODA/Label Designer Method

**MacBARCODA** replaces the first four steps of the film master process with an easy single-step process. A desk accessory, it lets you create bar codes while you're working in any Apple Macintosh program. MacBARCODA allows you to create the code, change its size, modify its bar width, and compensate for the spread attributed to your specific output device. The bar code is saved as an EPSF file, which can be used by any desktop publishing program that imports PostScript™ files. MacBARCODA's precision and ease of use make it the perfect solution for print originators.

**Label Designer** incorporates the bar coding features of MacBARCODA in a PostScript™ label production package. Text, graphics and bar codes can be imported from a database file. Label variations -- including sequentially ordered bar codes and numbers -- can be automatically programmed into the print run. Label Designer is ideal for producing product labels, inventory lists, order forms, or anything else that contains bar codes. In addition, Label Designer's quick page setup, its ability to import address information, and its powerful design features make it perfect for laser printing professional looking address labels.

With MacBARCODA or Label Designer, the final plate film is produced in a single step. There's no need to cut and paste pieces of film together. You can adjust the size of the bar code instantly, making sure it fits perfectly with the artwork -- *before* it's printed. This simple process even eliminates the possibility that someone on the production staff might accidentally paste the wrong code (i.e. for another product) into the artwork.

And because there is no duplication of film masters involved, all of the bar codes on your final plate will have the same tolerance as the EPSF bar code generated by MacBARCODA or Label Designer. With an imagesetter, the bar codes on your final plate can be in tolerances of +/- 6 ten-thousandths of an inch. By eliminating the need to duplicate bar code films, **MacBARCODA and Label Designer let you generate bar codes that are more accurate than most of those produced through the expensive film master method!**

MacBARCODA and Label Designer are easy-to-use and accurate and will quickly pay for themselves by offering you the flexibility and savings of in-house production.

For more information about MacBARCODA or Label Designer, please contact:

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